



## HISTORY OF INNOVATION

When Coffee Bean International began roasting in 1972, most Americans had never seen whole bean coffee, let alone tasted the splendor of a perfect latté. Over the past 36 years, Coffee Bean International has helped change all that.

Coffee Bean International's founders, Gary Talboy and Jeff Ferguson, got their passionate start in the small Oregon town of Eugene, where they were fanatically roasting beans for curious neighbors and friends. But they didn't stay small town for long. During the intervening decades, Coffee Bean International moved to Northwest Portland and grew from a small two-man storefront into one of the nation's largest and most respected wholesale specialty coffee roasters, well known for its traditional artisan approach to roasting.

A true pioneer in the industry, Coffee Bean International was one of the first roasters in the nation to promote dark roasts, develop flavored coffees, and offer certified organic and certified fair trade coffees.

In the mid-1990s, Coffee Bean International began producing private label coffee and selling to leading national retailers under their own brands. The founders sold their shares in the company and Coffee Bean International was subsequently owned by two different private equity firms.

In 2007, Farmer Bros. Coffee Co., the California-based coffee roaster that sells a variety of coffee and allied products to the food service industry, acquired Coffee Bean International. This partnership has increased Coffee Bean International's resources without compromising their day-to-day operations and commitment to hand-crafted coffees. While several long-time Oregon companies have been acquired in recent years and have had their headquarters move out of state, Coffee Bean International has remained an independent, wholly-owned subsidiary and remains in Portland. Also in 2007 Target Corp. chose Coffee Bean International as its Vendor of the Year.

In the past decade, Coffee Bean International's growth has been phenomenal. In 2000, the company had 70 employees and roasted 2.5 million pounds of coffee. By 2008, the company had expanded to 150 employees and roasted well over 10 million pounds.

Today, coffee lovers enjoy over one million cups of their distinctive hand-roasted coffees each day all across the country. Coffee Bean International's extensive customer base throughout North America includes more than a thousand independent specialty coffee retailers, as well as some of America's most well respected national retailers. They also have their own house brands of coffee, Panache® Coffee and Café Tierra® Organic Coffee, and tea, Xanadu® and Country Spice Tea®, that are served in neighborhood coffee houses around the country. Coffee Bean International is a founding member of both the Specialty Coffee Association of America (SCAA) and the Specialty Tea Institute (STI).



## COMPANY VALUES

### ARTISAN ROASTING

Despite Coffee Bean International's steady growth, one thing has remained the same: *artisan style roasting*. Small batches are still roasted in gas-fired drum roasters. It's not the cheapest or fastest way to roast, but it's the right way and the way they've done it from day one, and that will never change. No other roaster of this magnitude applies small-roaster roasting techniques to their beans like Coffee Bean International.

### SUSTAINABILITY

Coffee Bean International has been a leader in creating and driving forward the concept of sustainability in the coffee industry...long before it was a 21st century catchphrase. Coffee Bean International created an extensive in-house recycling program for their pre- and post-production cardboard, paper and plastic waste. This program currently recycles more than eight tons of materials annually.

### ORGANIC

Coffee Bean International was the first specialty coffee roaster in North America to roast certified organic coffees, helping to create the category. They have supported organic coffee growing communities by paying above-market rates for over 25 years. Additionally, Coffee Bean International was the first specialty coffee roaster in North America to have its roasting facility organic certified.

### FAIR TRADE

Coffee Bean International was also one of the first major specialty coffee roasters in North America to become Fair Trade certified, helping coffee growing communities worldwide achieve economic and political independence.

### GIVING BACK

Coffee Bean International is dedicated to supporting the people and countries that provide them with their beans. Their partners include:

- **Coffee Kids**, whose mission is to help coffee-farming families improve the quality of their lives by working with local organizations in Latin America to create education, health care, micro-credit, and community-based programs for coffee farmers and their families.

**[www.coffeekids.org](http://www.coffeekids.org)**

- **Mercy Corps**, the Portland, Oregon-based nonprofit humanitarian group that has delivered more than \$1 billion in relief and development assistance to impoverished countries around the world.

**[www.mercycorps.org](http://www.mercycorps.org)**



## KEY BEANS

**Patrick Criteser**, President & CEO

**Bruce Mullins**, Vice President, Product Development & Training

**Paul Thornton**, Roastmaster

**Margaret Crow**, Sr. Vice President, Customer Development

**Robert Reed**, Vice President of Supply Chain

**Joe Prewett**, Vice President of Marketing

**Audrey Crespo**, Creative Director, creativelab

## LOCATION

After 30 years in Northwest Portland, in September 2008 Coffee Bean International moved their offices and roasting facility to their new location in North East Portland. They are the first coffee roaster in the Pacific Northwest to be headquartered in a LEED (Leadership in Energy and Environmental Design)-certified building.

Coffee Bean International  
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